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ABSTRACT

Attesting to the continuing economic strength and institutional vitality of the newspaper business in 1985, this booklet presents a statistical summary of the industry in the United States and Canada. The statistics cover a wide range of topics, including (1) number of daily newspapers, (2) daily newspaper circulation, (3) daily newspapers by circulation groups, (4) single copy sales prices, (5) daily newspaper advertising volume, (6) newspapers' share of advertising expenditures, (7) ratio of advertising to total content of daily and sunday newspapers, (8) United States newsprint consumption compared to national economic growth 1970-85, (9) general newspaper prices in the eastern U.S. per metric ton, (10) newspaper employment compared to total U.S. employment 1947-85, (11) employment patterns of journalism school graduates, (12) U.S. weekly newspapers and circulation 1960-86, (13) U.S. daily newspaper circulation of the 20 largest papers in 1985, (14) the 20 largest U.S. newspaper companies in 1985, (15) total number and circulation of Canadian daily newspapers 1946-85, (16) the growth of newspaper advertising and the Canadian economy 1962-85, and (17) comparison of various Canadian advertising media in 1984 and 1985. (HOD)

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Facts About Newspapers

A Statistical Summary of the Newspaper Business Published by the American Newspaper Publishers Association

Employment

Advertising Revenues

Daily Newspapers

Circulation

NEWSPAPERS—VOICES FOR THE PEOPLE

Newspapers in our free society function as a unique and vital force in providing the public access to news and information not readily available to the individual citizen. As the public's watchdog, newspapers protect the people's First Amendment right to know the facts so that they may make informed and responsible decisions in an atmosphere of openness and liberty.

Newspapers also provide their readers accurate, timely and useful information to help them plan and conduct their daily lives safely and successfully.

To perform these functions properly, newspapers must be economically strong so that they have the independence necessary to report news and opinions free from political restraints.

The statistics in this booklet attest to the continuing economic strength and institutional vitality of the newspaper business in 1985.

United States

Newspaper employment increased for the third consecutive year to a new high of more than 453,000. U.S. Department of Labor statistics show an increase of 13,000 for 1985 and an increase of more than 27,000 over the past two years.

Sunday Newspapers

☆Newspapers continue to lead all media with $25.5 billion in advertising volume, an increase of 8.3 percent over 1984 totals and $4.8 billion more than television, the nearest competitor.

Weekly Newspapers

☆Daily newspapers numbered 1,674 with 482 morning, 1,220 evening and 28 "all day" publications. Preliminary figures show daily circulation at 62,723,438 compared to 63,081,740 in 1984.

☆Sunday newspapers increased to 797 in number and 58,816,734 in circulation, an increase of 14 papers and 1,304,759 in circulation.

☆The number of weekly newspapers totaled 7,711 with more than 50,098,000 free and paid circulation.

Newsprint Consumption

☆Newsprint consumption by all users increased to a total of 11.6 million metric tons. Daily papers consumed almost 8.8 million metric tons, representing 75.6 percent of total consumption.

Canadian Newspapers

Canada

☆Canadian daily newspapers numbered 111 with total circulation of 5.6 million.

☆Canadian newspapers continued to lead all other media with $1.5 billion, or 25 percent of the estimated $6.1 billion total Canadian advertising revenues. Television ranked a distant second with 17 percent.

Number of Daily Newspapers

U.S. Morning, Evening and Sunday Newspapers 1946-1985

Year	Morning	Evening	Total M&E[1]	Sunday
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1965	320	1,444	1,751	562
1970	334	1,429	1,748	586
1975	339	1,436	1,756	639
1980	387	1,388	1,745	735
1981	408	1,352	1,730	755
1982	434	1,310	1,711	768
1983	446	1,284	1,701	772
1984	458	1,257	1,688	783
1985[2]	482	1,220	1,674	797

[1]*There were 28 "all-day" newspapers in 1985. They are listed in both morning and evening columns but only once in the total.*

[2]*Preliminary figures*

Source: Editor & Publisher

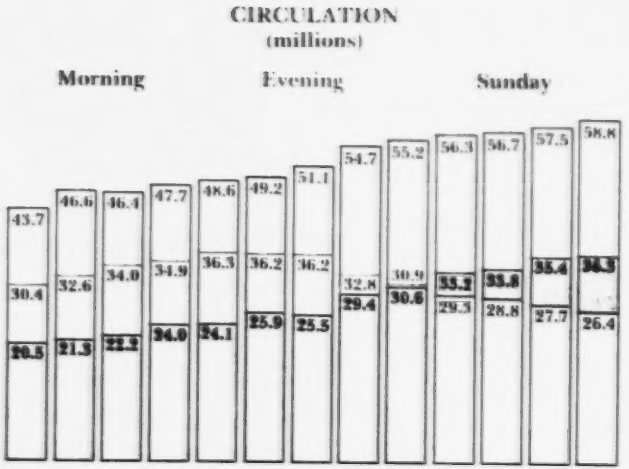
Daily Newspaper Circulation

U.S. Morning, Evening and Sunday Circulation 1946-1985

Year	Morning	Evening	Total M&E	Sunday
1946	20,545,908	30,381,597	50,927,505	13,665,364
1950	21,266,126	32,562,946	53,829,072	16,582,348
1955	22,183,408	33,963,951	56,147,359	16,447,658
1960	24,028,788	34,852,958	58,881,746	17,698,651
1965	24,106,776	36,250,787	60,357,563	18,600,090
1970	25,933,783	36,173,744	62,107,527	19,216,602
1975	25,490,186	36,165,245	60,655,431	51,096,393
1980	29,414,036	32,787,804	62,201,840	54,671,755
1981	30,552,316	30,878,429	61,430,745	55,180,004
1982	33,174,087	29,313,090	62,487,177	56,260,764
1983	33,842,142	28,802,461	62,644,603	56,747,436
1984[1]	35,424,418	27,657,322	63,081,740	57,511,975
1985[2]	36,278,901	26,444,537	62,723,438	58,816,734

[1]*Revised figures* [2]*Preliminary figures*

Source: Editor & Publisher



Daily Newspapers by Circulation Groups

Growth (U.S.)
1946-1985

	NUMBER OF DAILY NEWSPAPERS					DAILIES OVER 50,000	
		Circulation					
Year	Total	Under 50,000	50,001-100,000	100,001-250,000	Over 250,000	Number	Percentage
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1981	1,730	1,473	138	88	31	257	14.9
1982	1,711	1,455	141	83	32	256	15.0
1983	1,701	1,444	141	79	37	257	15.1
1984[1]	1,688	1,435	134	84	35	253	15.0
1985[2]	1,674	1,417	140	82	35	257	15.4

[1] *Revised figures*
[2] *Preliminary figures*

Source: ANPA, Editor & Publisher, ABC FAS-FAX

Single Copy Sales Price

U.S. Daily and Sunday Newspapers[1] 1965-1985

[1]These tables reflect daily and Sunday newspaper single copy sales prices in 5¢ increments to illustrate a trend. Newspapers selling for odd cents have been omitted, as have specialized newspapers.

DAILY

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	50¢
1965	456	892	3	2	—	—	—	—	—
1970	46	1,507	139	5	1	—	—	—	—
1975	4	428	1,153	137	10	1	—	—	—
1980	—	41	497	644	555	9	7	1	—
1981	—	30	290	437	960	17	15	1	—
1982	—	14	143	272	1,227	29	16	3	—
1983	—	10	91	183	1,306	80	24	3	—
1984	—	6	61	111	1,316	109	75	2	2
1985	—	5	31	84	1,245	130	169	3	4

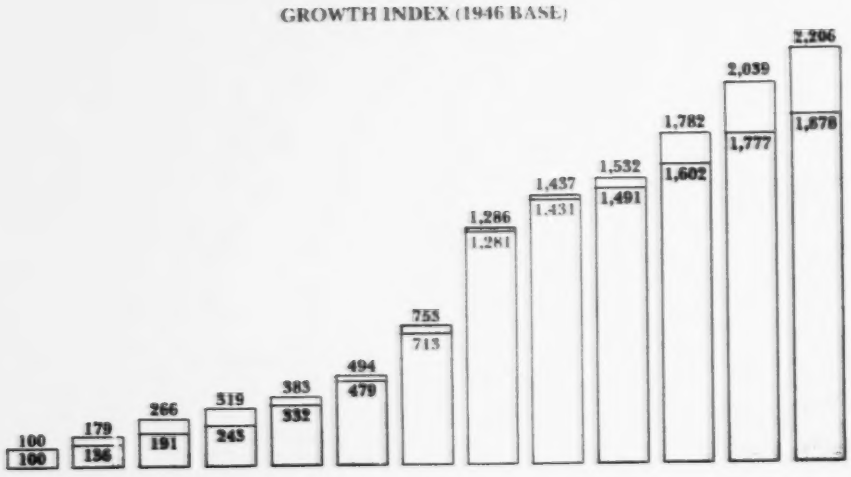
SUNDAY

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢	80¢	85¢	90¢	95¢	$1.00	$1.25
1965	21	128	190	143	45	5	—	—	—	—	—	—	—	—	—	—	—	—	—		
1970	2	89	115	140	161	30	35	3	—	4	—	—	—	—	—	—	—	—	—	—	—
1975	—	37	61	49	170	58	157	37	3	51	1	4	—	—	1	—	—	—	—	—	—
1980	—	5	50	25	84	29	121	30	6	291	—	23	5	1	46	—	1	2	—	1	—
1981	—	—	33	16	77	24	88	21	3	313	4	22	2	—	117	—	3	—	—	5	—
1982	—	—	21	17	77	14	61	17	1	326	1	23	6	1	160	1	5	2	1	15	—
1983	—	—	5	12	88	8	44	15	3	309	1	26	5	1	170	1	6	3	—	60	—
1984	—	—	3	8	83	6	31	6	0	301	1	19	2	1	219	3	8	2	—	82	—
1985	—	1	0	5	76	6	26	3	0	282	0	15	1	0	229	2	5	2	1	123	1

Source: ANPA

Daily Newspaper Advertising Volume

Growth of Daily Newspaper Advertising and the U.S. Economy 1946-1985



Year	National Advertising (millions)	Local Advertising (millions)	Total Newspaper Advertising (millions)	Index	Gross National Product[1] (billions)	Index
1946	$ 238	$ 917	$ 1,155	100.0	$ 212.4	100.0
1950	518	1,552	2,070	179.2	288.3	135.7
1955	712	2,365	3,077	266.4	405.9	191.1
1960	778	2,903	3,681	318.7	515.3	242.6
1965	784	3,642	4,426	383.2	705.1	332.0
1970	891	4,813	5,704	493.9	1,015.5	479.1
1975	1,109	7,125	8,234	712.9	1,598.4	752.5
1980	1,963	12,831	14,794	1,280.8	2,732.0	1,286.3
1981	2,259	14,269	16,528	1,430.9	3,052.6	1,437.2
1982	2,452	15,242	17,694	1,531.9	3,166.0	1,490.6
1983	2,734	17,848	20,582	1,782.0	3,401.6	1,601.5
1984[1]	3,081	20,441	23,552	2,039.1	3,774.7	1,777.2
1985[2]	3,300	22,180	25,480	2,206.1	3,989.1	1,878.1

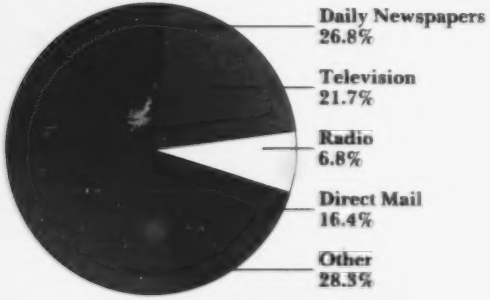
[1]*Revised figures*

[2]*Preliminary estimates*

***Source:** U.S. Department of Commerce, McCann-Erickson Inc.*

Newspapers' Share of Advertising Expenditures

1984 and 1985 Sales and Percentages



[1]*Revised figures*
[2]*Preliminary estimates*
Source: McCann-Erickson Inc.

		1984[1] (millions)	% of Total	1985[2] (millions)	% of Total	% of Change
Daily Newspapers	Total	$23,522	26.8	$25,480	26.8	+8.3
	National	3,081	3.5	3,300	3.5	+7.1
	Local	20,441	23.3	22,180	23.3	+8.5
Magazines		4,932	5.6	5,180	5.5	+5.0
Television	Total	19,644	22.4	20,635	21.7	+5.0
	Network	8,526	9.7	8,310	8.7	−2.5
	Spot	5,488	6.2	5,955	6.3	+8.5
	Local	5,084	5.8	5,695	6.0	+12.0
	Cable	546	0.6	675	0.7	+23.6
Radio		5,813	6.6	6,475	6.8	+11.4
Farm Publications		181	0.2	193	0.2	+6.6
Direct Mail		13,800	15.7	15,600	16.4	+13.0
Business Publications		2,270	2.6	2,384	2.5	+5.0
Outdoor		872	1.0	935	1.0	+7.2
Miscellaneous	Total	16,786	19.1	18,188	19.1	+8.4
	National	8,871	10.1	9,513	10.0	+7.2
	Local	7,915	9.0	8,675	9.1	+9.6
Grand Total National		49,690	56.6	53,285	56.0	+7.2
Grand Total Local		38,130	43.4	41,785	44.0	+9.6
TOTAL—ALL MEDIA		$87,820	100.0	$95,070	100.0	+8.3

Advertising Content

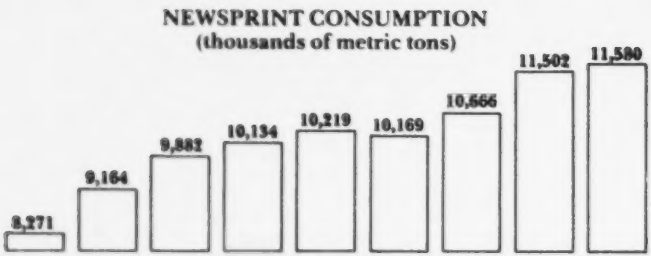
Ratio of Advertising to Total Content of U.S. Daily and Sunday Newspapers 1946-1985

Year	Morning	Evening	Sunday	Total
1946	52.9%	55.9%	53.1%	54.5%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1975	63.2	63.0	65.7	63.7
1980	62.1	59.9	66.8	62.6
1981	61.2	59.7	67.3	62.3
1982	60.6	59.9	67.3	62.2
1983	60.4	60.6	68.0	62.5
1984	60.7	61.2	68.8	63.0
1985		(Not Available)		

Source: Media Records

Newsprint Consumption

Comparison of U.S. Newsprint Consumption to National Economic Growth 1970-1985



Year	Newsprint Consumption[1]	Growth Index	Real GNP[2]	Growth Index[2]
1970	8,271	100.0	2,416.2	100.0
1974	9,164	110.8	2,729.3	112.9
1978	9,882	119.5	3,115.2	128.9
1980	10,134	122.5	3,187.1	131.9
1981	10,219	123.6	3,248.8	134.5
1982	10,169	122.9	3,166.0	131.0
1983	10,666	129.0	3,277.7	135.7
1984[2]	11,502	139.1	3,492.0	144.5
1985[3]	11,580	140.0	3,571.0	147.8

[1] *30-pound basis weight*

[2] *Revised figures*

[3] *Preliminary estimates*

Source: ANPA, U.S. Department of Commerce

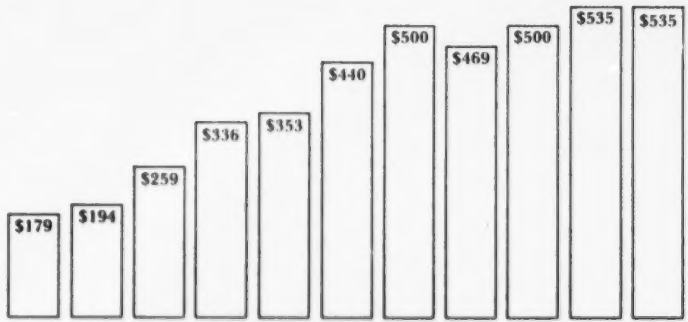
Newsprint Prices

General Newsprint Prices in the Eastern U.S.[1]—Per Metric Ton 1970-1985

Year	Price	Year	Price
1970	$179	1978	$353
1971	188	1979	413
1972	194	1980	440
1973	235	1981	500
1974	259	1982	469
1975	287	1983	500
1976	336	1984	535
1977	336	1985	535

[1]Prices cited in effect at end of year, converted to 30-pound basis weight

Source: ANPA



Employment

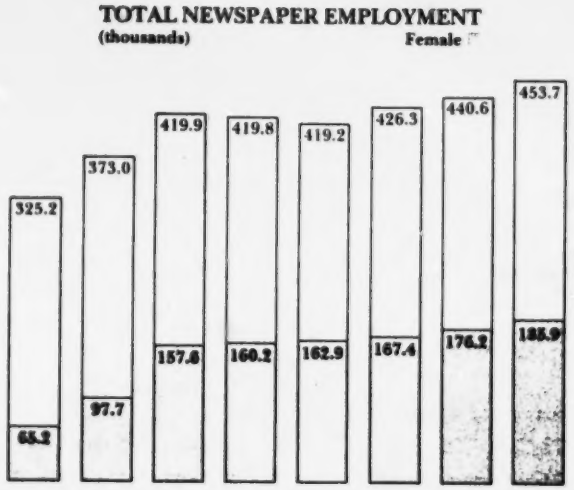
Comparison of Newspaper Employment to Total U.S. Employment 1947-1985

Year	Newspaper Employment (thousands)	Male Total (thousands)	Female Total (thousands)	Growth Index	Total U.S. Employment (thousands)	Growth Index
1947	248.5	N/A	N/A	100.0	57,038	100.0
1950	280.1	N/A	N/A	112.7	58,918	103.3
1955	302.1	N/A	N/A	121.6	62,170	109.0
1960	325.2	260.0	65.2	130.9	65,778	115.3
1965	345.4	269.5	75.9	139.0	71,088	124.6
1970	373.0	275.3	97.7	150.1	78,678	137.9
1975	376.8	257.3	119.5	151.6	85,846	150.5
1980	419.9	262.3	157.6	169.0	99,303	174.1
1981	419.8	259.6	160.2	168.9	100,397	176.0
1982	419.2	256.3	162.9	168.7	99,526	174.5
1983[1]	426.3	258.9	167.4	171.5	100,834	176.8
1984[1]	440.6	264.4	176.2	177.3	105,005	184.1
1985[2]	453.7	267.8	185.9	182.6	107,150	187.9

[1] *Revised figures*

[2] *Preliminary estimates*

Source: U.S. Department of Labor, Bureau of Labor Statistics

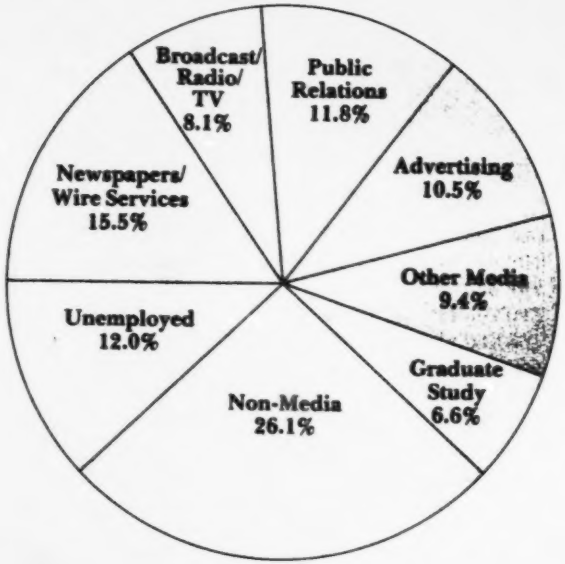


Employment

Journalism School Graduates
Where they went to work 1984-1985

	1984		1985	
	Graduates	% of Total	Graduates	% of Total
Newspapers/Wire Services	2,945	17.1	3,162	15.5
Broadcast/Radio/TV	1,825	10.6	1,653	8.1
Public Relations	1,464	8.5	2,407	11.8
Advertising	1,481	8.6	2,142	10.5
Magazines	482	2.8	286	1.4
Other Media	1,412	8.2	1,626	8.0
TOTAL—MEDIA HIRE	9,609	55.8	11,275	55.3
Graduate Study	1,274	7.4	1,346	6.6
Non-Media	4,322	25.1	5,324	26.1
Unemployed	2,016	11.7	2,454	12.0
TOTAL GRADUATES	17,221	100.0	20,400	100.0

Source: The Dow Jones Newspaper Fund Inc.



Weekly Newspapers

U.S. Weekly Newspapers and Circulation 1960-1986

Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation
1960	8,174	2,566	20,974,338
1965	8,061	3,106	25,036,031
1970	7,612	3,660	27,857,332
1975	7,612	4,715	35,892,409
1980	7,954	5,324	42,347,512
1981	7,602	5,389	40,970,890
1982	7,666	5,875	45,035,092
1983	7,626	5,808	44,295,042
1984	7,547	5,710	43,092,465
1985[1]	7,704	6,359	48,988,801
1986[1]	7,711	6,497	50,098,000

[1] *Includes paid and free circulation newspapers*
Source: National Newspaper Association

U.S. Daily Newspaper Circulation— 1985's 20 Largest

	Daily Circulation[1]
The Wall Street Journal	1,908,913 (m)
New York Daily News	1,353,156 (m)
USA Today	1,170,559 (m)
Los Angeles Times	1,054,123 (m)
The New York Times	963,365 (m)
New York Post	803,995 (all day)
Chicago Tribune	762,842 (m)
The Washington Post	735,998 (m)
The Detroit News	645,016 (all day)
Detroit Free Press	634,466 (m)
Chicago Sun-Times	623,523 (m)
Newsday	555,757 (e)
San Francisco Chronicle	545,622 (m)
The Philadelphia Inquirer[2]	519,621 (m)
The Boston Globe	509,464 (all day)
The Cleveland Plain Dealer	452,938 (m)
The Newark Star-Ledger	444,228 (m)
Houston Chronicle	439,044 (all day)
The Miami Herald	421,679 (m)
Minneapolis Star and Tribune	381,808 (m)

[1]*ABC FAS-FAX, Sept. 30, 1985*
[2]*ABC FAS-FAX, March 31, 1985*
Source: Audit Bureau of Circulations

U.S. Newspaper Companies— 1985's 20 Largest

Ranked by Daily Circulation

	Daily Circulation[1]	Number of Dailies	Sunday Circulation[1]	Number of Sunday Editions
Gannett Co. Inc.	5,508,046	90	4,737,037	60
Knight-Ridder Newspapers Inc.	3,626,661	27	4,374,514	22
Newhouse Newspapers	2,932,625	26	3,613,602	20
Tribune Co.	2,638,270	8	3,443,459	7
Times Mirror Co.	2,469,623	23	400,153	10
Dow Jones & Company Inc.	2,448,348	8	3,188,646	8
News America Publishing Inc.	1,947,234	4	1,147,500	3
The New York Times Co.	1,693,316	26	2,258,137	15
Scripps Howard	1,615,505	21	1,652,066	9
Thomson Newspapers Inc. (U.S.)	1,452,426	90	938,870	45
Cox Enterprises Inc.	1,209,841	19	1,501,438	16
Hearst Newspapers	1,125,055	15	2,068,439	11
Capital Cities Communications Inc.	932,910	8	821,079	4
Freedom Newspapers Inc.	892,346	29	880,342	20
Central Newspapers Inc.	809,118	7	890,522	4
The Washington Post Co.	790,896	2	1,106,295	2
The Copley Press Inc.	730,834	12	690,445	6
Donrey Media Group	692,517	53	668,425	47
Chronicle Publishing Co.	598,527	2	762,383	2
Ingersoll Newspapers	569,384	24	359,732	12

[1] *Average for six months ended Sept. 30, 1985*

Source: Morton Research, Lynch, Jones & Ryan, Audit Bureau of Circulations

Canadian Daily Newspapers

Total Number and Circulation 1946-1985

In 1985, 111 daily newspapers were published in Canada with total circulation of 5,620,811.

Daily newspapers continued to lead all other media in advertising revenues. Preliminary estimates indicate that total advertising revenues reached $6.1 billion in Canada in 1985, of which daily newspapers received $1.5 billion. This represents 25 percent of the total, far ahead of the 17 percent share of newspapers' nearest competitor, television.

[1]*There were three "all-day" newspapers in 1985. They are listed in both morning and evening columns but only once in the total.*

Source: Audit Bureau of Circulations, Canadian Advertising Rates and Data, Canadian Daily Newspaper Publishers Association

Year	Morning	Evening	Total M&E[1]	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1965	16	87	103	4,311,368
1970	20	92	112	4,756,962
1975	22	92	114	4,885,782
1980	25	95	120	5,391,724
1981	27	94	119	5,476,119
1982	25	93	116	5,578,286
1983	26	92	115	5,546,381
1984	26	90	113	5,557,932
1985	30	84	111	5,620,811

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy 1962-1985

Year	National (thousands)	Local (thousands)	Classified (thousands)	Total (thousands)	Index	Gross National Product (millions)	Index
1962	$ 52,321	$ 91,294	$ 40,439	$184,054	100.0	$ 42,927	100.0
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1980	199,935	535,347	252,023	987,305	536.4	297,556	693.2
1981	249,102	622,246	291,090	1,162,438	631.6	339,797	791.6
1982	222,504	659,533	267,687	1,149,724	624.7	358,302	834.7
1983[1]	230,043	724,109	279,016	1,233,168	670.0	389,844	908.2
1984[1]	273,000	803,000	311,000	1,387,000	753.6	420,870	980.4
1985[2]	298,000	876,000	336,000	1,510,000	820.4	454,500	1,058.8

[1] *Revised figures*

[2] *Preliminary figures*

Source: Statistics Canada Actuals 1962-1983, MacLean-Hunter Research Bureau 1984-1985, Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparison of Various Media 1984 and 1985

		1984[1] (thousands)	% of Total	1985[2] (thousands)	% of Total
Daily Newspapers	Total	$1,387,000	24.7	$1,510,000	24.7
	National	273,000	4.9	298,000	4.9
	Local	803,000	14.3	876,000	14.3
	Classified	311,000	5.5	336,000	5.5
Television	Total	970,298	17.3	1,049,000	17.1
	National	762,545	13.6	814,000	13.3
	Local	207,753	3.7	235,000	3.8
Radio	Total	544,729	9.7	572,000	9.3
	National	145,850	2.6	143,000	2.3
	Local	398,879	7.1	429,000	7.0
Weeklies, semi, tri, etc. (including controlled distribution)	Total	321,000	5.6	347,000	5.7
	National	17,000	0.3	19,000	0.3
	Local	304,000	5.3	328,000	5.4
Weekend Supplements		26,000	0.5	27,000	0.4
Magazines, General		249,000	4.4	248,000	4.1
Business Papers		165,000	2.9	188,000	3.0
Farm Papers		24,000	0.4	24,000	0.4
Directories, Phone, City		358,000	6.4	410,000	6.7
Religious, School & Other		15,000	0.3	16,000	0.3
Other Print	Total	1,228,105	21.9	1,374,000	22.5
Outdoor	Total	332,000	5.9	352,000	5.8
TOTAL ALL MEDIA		$5,620,132	100.0	$6,117,000	100.0

[1] *Revised figures*

[2] *Preliminary estimates*

Source: MacLean-Hunter Research Bureau, Canadian Daily Newspaper Publishers Association

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More Facts . . .

☆Daily newspapers are read by more than 108 million American adults every weekday. Sixty-four percent, nearly two out of three, read a newspaper every day.

☆An average of almost 2.2 persons read each of the 63 million daily newspapers circulated in the United States each day.

☆The typical daily newspaper reader spends an average of 44 minutes a day reading one or more newspapers. One-fifth of all newspaper readers read more than one newspaper every day.

☆U.S. newspaper advertising volume increased by more than 8 percent in 1985 with total sales of more than $25 billion, $4.8 billion more than its nearest competitor, television.

☆Newspaper employment increased by more than 13,000 to a new high of 453,000 in 1985. Female employment increased by 9,700, representing 74 percent of the total increase for 1985.

☆Women now constitute almost 41 percent of the total newspaper work force.

☆More than 55 percent of the 20,400 journalism school graduates found media jobs within four months of graduation in 1985.

☆Newspapers and wire services hired more graduates than any other media-related field, including nearly 14 percent of all minority graduates.

☆Women comprised 65 percent of the graduating class and, for the second year in a row, newspapers hired more women than men. Women took 64.8 percent of daily newspaper jobs and 61.1 percent of all newspaper hires.

☆Canada provided more than 57 percent of all newsprint used in the United States. U.S. mills provided about 40 percent and less than three percent came from overseas.

☆Newsprint consumption by U.S. dailies increased by 2.7 percent to a new high of almost 8.8 million metric tons, more than 75 percent of total U.S. consumption.

☆Eighty-two percent of daily newspapers are printed by offset and 16 percent by letterpress. Two percent utilize both printing methods.

☆Six hundred U.S. daily newspapers, representing 76.5 percent of total U.S. daily circulation, conduct Newspaper in Education programs.

☆More than 450 U.S. newspapers participated in "Newspaper in Education Week" activities in 1985, involving more than one million students.

☆Newspapers continue to lead all other advertising mediums with a 26.8 percent share of total U.S. advertising expenditures. Television ranked second with 21.7 percent and direct mail followed with a 16.4 percent share.

☆Total U.S. advertising expenditures in 1986 are projected to top $100 billion with newspapers' share expected to approach $28 billion.

☆Canadian daily newspapers also lead all other media with 25 percent of total Canadian advertising revenues. Canadian television ranks a distant second at 17 percent.

☆Canadian dailies increased advertising revenues by more than $120 million to a new high of $1.5 billion, some $450 million more than the nearest competitor, television.

☆Daily newspapers recorded the largest salary increase of all media-related categories. The median salary for 1985 graduates hired was $13,520, up from $11,960 in 1984.

☆Newspaper group-owned daily newspapers increased by 17 percent in 1985. One hundred fifty-six groups own 1,186 newspapers, representing almost 71 percent of total U.S. daily newspapers.

☆Group newspaper circulation totaled more than 49,700,000, representing 77 percent of total U.S. daily newspaper circulation.

☆Daily newspapers are published in 1,533 cities in the United States. One hundred thirty-one U.S. cities have two or more daily newspapers.

☆Twenty-five cents remained the predominant single copy street sales price of a daily newspaper in the United States with 1,245 newspapers selling at that price.

☆The number of newspapers selling for more than 25 cents increased from 188 in 1984 to 306 in 1985, an increase of 63 percent.

☆The majority of U.S. Sunday newspapers, 51 percent, still sell for 50 cents or less with 282 papers at 50 cents. Sunday editions selling for more than 50 cents increased by 42 papers with 229 at 75 cents and 123 at $1.00.

☆Fifty-one cities have two or more separately owned newspapers including 21 cities publishing under joint operating agreements.

About ANPA. . .

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

ANPA is a trade association of 1,393 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere. ANPA-member newspapers account for more than 90 percent of U.S. daily circulation, and 80 percent of the daily circulation in Canada.

ANPA Membership by Circulation
(As of March 15, 1986)

Circulation group	Number of Member Newspapers	Percent of Total Membership
Under 5,000	152	10.91
5,001-10,000	222	15.94
10,001-15,000	199	14.28
15,001-25,000	239	17.16
25,001-50,000	279	19.96
50,001-100,000	161	11.56
100,001-250,000	97	6.96
250,001-500,000	25	1.79
500,001-1,000,000	14	1.01
Over 1,000,000	6	0.43
	1,393	100.00

ANPA serves newspapers to advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people by working to:

- enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly
- represent the newspaper business in dealings with the government, the courts and others
- assist newspapers in enhancing their operating effectiveness, particularly in anticipating and understanding future developments in technology and public policy
- widely disseminate information to and about the newspaper business
- strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business.

ANPA is a member of the International Federation of Newspaper Publishers (FIEJ), the World Press Freedom Committee and the International Press Telecommunications Council

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. Located at The Newspaper Center in Reston are offices of:

- ANPA
- ANPA Foundation
- ANPA Credit Bureau Inc.
- American Society of Newspaper Editors
- International Circulation Managers Association
- International Newspaper Advertising and Marketing Executives
- International Newspaper Financial Executives
- Newspaper Association Managers Inc.
- International Newspaper Promotion Association
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japanese Newspaper Publishers and Editors Association)
- Society of Newspaper Design
- World Press Freedom Committee

ANPA serves the varied needs of its member newspapers through a number of departments.

Human Resources assists member newspapers in formulating labor policy, contract negotiations strategy, arbitration preparation, union management, Title VII (EEOC, etc.), and wage and hour matters; conducts seminar and conference programs on labor and personnel relations for all management levels; on-site consultations are available upon request.

Legal—represents the interests of newspapers before the courts and the regulatory agencies of government; provides member newspapers with information on legal matters affecting newspaper operations.

Government Affairs—monitors and reports on government matters including free press, business, tax, postal and international matters; represents the interests of the newspaper business with all branches of government at all levels, both domestic and international.

Membership—maintains close contact with member newspapers assuring that various ANPA services are channeled to executives according to each member's needs; develops cost effective programs to encourage membership, including ANPASURE® custom insurance program and discount agreements for rental or lease of motor vehicles.

Newsprint and Transportation—assists member newspapers with transportation details of shipments; advises on all aspects of newsprint on-track unloading and off-track delivery; clarifies carriers' tariff rules and regulations; monitors newsprint consumption and supply; coordinates the ANPA/ICMA Safe Driving Campaign.

Technical Services—provides in-plant consultation and evaluation in all areas of newspaper technical operations; develops and conducts "hands-on" training programs in existing and new technology; manages and conducts the annual ANPA Operations Management Conference and Exposition; develops and distributes the Ad-Pro® and AD-LITHO® R.O.P. Newspaper Color Ink Books and the "Guide to Quality Newspaper Reproduction;" gathers and disseminates technical information through **presstime** and other Association publications.

ANPA Foundation —a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press." Seeks to develop informed and intelligent newspaper readers through its Newspaper in Education program; to advance professionalism of the press; to promote and assist newspaper and community literacy programs; to enhance opportunities for minorities in newspapering. Developed and distributes "Recruiting and Retaining Newspaper Minority Employees: How To Do It."

ANPA sponsors two major meetings annually for its members:

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and features a three-day program of

Industry and Public Affairs—monitors readership and circulation matters; coordinates ANPA liaison with other newspaper business associations; performs publications policy review and edits all publications; handles press and public relations for the Association; responds to inquiries of member newspapers, the press and the public.

Training Services—conducts educational programs in marketing, strategic planning, management skills and other subject areas; maintains information on newspaper training programs; sponsors an annual conference for newspaper trainers.

pressTime—monthly journal of ANPA, covers all aspects of the newspaper business; includes in-depth analyses of current issues and trends in the newspaper business; keeps member newspapers abreast of the activities of the Association.

Technical Research—initiates design, development and construction of prototype equipment or systems; evaluates new ideas, equipment and designs; provides technical expertise, testing and advice in environmental areas; developed and distributes HAZPAK, the federal Hazard Communication Standard Compliance Package; develops computer software and hardware prototype for newspapers; develops raw material improvements such as ink, newsprint, etc.; develops testing procedures, production aids and trouble-shooting guides.

Telecommunications Affairs—tracks new technology developments, analyzes telecommunications industry trends and identifies new business opportunities; sponsors seminars, conducts research, and provides information on such topics as cable-TV, videotex, teletext, low-power TV and other telecommunications activities.

speakers, panels and discussion sessions on matters of interest to the newspaper business.

1986—San Francisco, April 21-23
1987—New York City, May 4-6
1988—Honolulu, April 25-27
1989—Chicago, April 24-26
1990—Los Angeles, April 23-25

- **The Annual ANPA Operations Management Conference & Exposition** combines five days of the largest annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

1986—Atlanta, June 21-25
1987—Las Vegas, June 6-10
1988—Atlanta, June 11-15
1989—New Orleans, June 10-14
1990—Miami Beach or Dallas, June 9-13

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